



Global Surgical AI Healthcare

Product Roadmap: From Revenue Products to Surgical Intelligence OS

Vision

Build the **world's leading Surgical Intelligence Platform** — a modular “operating system” for surgical video, AI, and workflow across all devices, cameras, and displays in the operating room.

We are executing this vision through a **phased, revenue-first, modular product strategy**.



Phase 1 — Revenue Foundation (0–6 Months)

Product: Surgical Video Intelligence Suite (V1)

What it does:

- Ingests surgical video from existing OR systems
- Records & stores cases
- Playback, review, annotate, tag
- Case library for training, QA, legal, education

Who buys it:

- Hospitals
- Surgery centers
- Teaching institutions
- Device companies

Why it matters:

- Fast to deploy
- Low regulatory risk (non-diagnostic)
- Immediate customer value
- Establishes installed base + data moat

Business impact:

- First revenue within 6 months
- Pilot hospitals → enterprise rollouts
- Foundation for AI training data



Phase 2 — AI Expansion (6–12 Months)

Product: AI Post-Op Analysis Module

Adds:

- AI-powered case analysis
- Skill assessment & quality scoring
- Automated reports
- Training feedback
- Complication & variance detection (post-op)

Why this wins:

- High-margin SaaS
- Differentiates from simple video platforms
- Still avoids real-time FDA risk
- Creates strong switching costs

Business impact:

- Expands ACV per hospital
- Positions company as “AI Surgical Intelligence”
- Strengthens clinical & academic partnerships



Phase 3 — Real-Time Intelligence Platform (12–24 Months)

Product: Real-Time Surgical Intelligence Layer

Adds:

- Real-time AI overlays
- Anatomy & instrument recognition
- Workflow phase detection
- Risk alerts & guidance

- Multi-device display (monitors, tablets, AR glasses)

Also introduces:

- Core platform services
- Workflow orchestration
- User/session management
- Plugin/app ecosystem

Business impact:

- Platform-level differentiation
- Enterprise contracts
- Strategic value to device makers & hospital systems

Phase 4 — The Surgical OS (24+ Months)

Product: Universal Surgical Intelligence Platform

Becomes:

- The operating system layer between:
 - Surgical cameras
 - Imaging devices
 - AI models
 - Displays & glasses
 - Hospital systems

Provides:

- Unified video & data layer
- AI orchestration
- Workflow control plane
- Compliance, audit, security
- App ecosystem

Business impact:

- Category-defining platform
- Extremely high switching costs
- Strategic acquisition target
- Long-term market leader

✳️ Key Strategy: Modular, Sellable Products

- Each phase is:
 - Independently sellable
 - Independently deployable
 - Independently monetizable
- Customers can:
 - Start small
 - Expand over time
- Investors get:
 - Early revenue
 - De-risked execution
 - Clear value inflection points

💰 Commercial Logic

- **Phase 1:** Land with video platform
- **Phase 2:** Expand with AI SaaS
- **Phase 3:** Platform conversion
- **Phase 4:** OS dominance

▣ Investor Summary

- ✓ Revenue in < 6 months
- ✓ AI differentiation in year 1
- ✓ Platform moat in year 2
- ✓ OS-scale outcome in 3+ years

This is not a science project.

This is a **platform company built through disciplined, revenue-driven phases.**